

## LISTING OF THE CLAIMS

A detailed listing of claims is presented below. Please amend currently amended claims as indicated below including substituting clean versions for pending claims with the same number. In addition, clean text versions of pending claims not being currently amended that are under examination are also presented. It is understood that any claim presented in a clean version below has not been changed relative to the immediate prior version.

1. (Currently Amended) A method of task selection comprising the steps of:
  - determining a specified distribution of a plurality of tasks;
  - assuming a first event in a sequence of events occurs, each event in said sequence of events ~~associated with a~~ triggering execution of one of said plurality of tasks;
  - determining a [[first distribution]] plurality of hypothetical distributions of said plurality of tasks for each task hypothetically selected for execution from said plurality of tasks ~~calculated before a first task is selected in association with said first event, said plurality of tasks including said first task;~~
  - selecting [[determining said]] a first task for execution from said plurality of tasks, which when selected

provides [[a second]] a corresponding hypothetical  
distribution of said plurality of tasks that is closest to  
said specified distribution of said plurality of tasks for  
implementation of said specified distribution ~~+, and~~  
~~—selecting said first task in association with said~~  
~~first event.~~

2. (Original) The method as described in Claim 1,  
wherein said method comprises the further step of  
performing said first task when said first event in said  
sequence of events actually occurs.

3. (Previously Presented) The method as described  
in Claim 1, wherein said first event is a customer visiting  
a web site over a communication network, and said sequence  
of events is a sequence of customers visiting said web  
site.

4. (Original) The method as described in Claim 3,  
wherein said plurality of tasks is a plurality of  
advertising promotions that individually, when selected by  
said method, is offered to each customer in said sequence  
of customers.

5. (Previously Presented) The method as described  
in Claim 1, wherein said plurality of hypothetical  
distributions ~~said first distribution~~ is accessed as a

[[vector]] plurality of vectors, ~~said vector comprising~~  
each of which comprises a plurality of components, said  
plurality of components associated with said plurality of  
tasks where each of said plurality of components is  
associated with a corresponding task in said plurality of  
tasks, said plurality of components defining the number of  
times each of said plurality of tasks has been selected  
within said sequence of events in relation to the sum of  
all tasks selected within said sequence of events prior to  
said first event.

6. (Currently Amended) The method as described in  
Claim 1, comprising further steps as follows to determine  
said second distribution:

~~calculating a plurality of hypothetical distributions  
that assumes each of said plurality of tasks is selected,  
wherein each of said plurality of hypothetical  
distributions assumes one of said plurality of tasks is  
selected for performance in association with said first  
event;~~

calculating a mathematical distance between each of  
said plurality of hypothetical distributions and said  
specified distribution, creating a plurality of  
mathematical distances; and

selecting a first mathematical distance from said  
plurality of mathematical distances that has the least  
value, said first mathematical distance associated with the

selection of said first task in association with said first event ~~and said second distribution.~~

7. (Original) The method as described in Claim 6, wherein said plurality of hypothetical distributions is pre-calculated before said first event occurs.

8. (Currently Amended) The method as described in Claim 6, wherein each of said plurality of hypothetical distributions is expressed in vector form, said specified distribution is expressed in vector form, and of each said plurality of mathematical distances is a vector norm calculated from the vector difference between each of said plurality of hypothetical distributions and said [[specific]] specified distribution.

9. (Original) The method as described in Claim 3, wherein each of said events in said sequence of events is classified within a segment, said segment defining an independent set of characteristics, said segment associated with said plurality of tasks.

10. (Previously Presented) The method as described in Claim 1, wherein if said first event is the first in said sequence of events, then said first task has the highest proportionate value in said specified distribution of said plurality of tasks.

11. (Currently Amended) A method of selecting an advertising promotion in an advertising campaign over a communication network comprising the steps of:

receiving a customer at a web site;

determining a specified distribution of a plurality of advertising promotions;

determining a first segment of a plurality of segments said customer most closely falls within, said first segment being targeted with ~~[[a]]~~ said plurality of advertising promotions, wherein said first segment is associated with said specified distribution;

determining a plurality of hypothetical distributions ~~first distribution~~ of said plurality of advertising promotions for each advertising promotion hypothetically selected for execution from said plurality of advertising promotions, ~~said first distribution calculated before a first advertising promotion is offered to said customer, said plurality of advertising promotions including said first advertising promotion;~~

selecting a first advertising promotion for execution ~~from determining which of~~ said plurality of advertising promotions, ~~said first advertising promotion,~~ which when performed provides a ~~[[second]]~~ corresponding hypothetical distribution of said plurality of advertising promotions that provides the least mathematical distance with respect to said specified distribution of said plurality of

advertising promotions that is designed to achieve an objective;

~~selecting said first advertising promotion;~~ and  
offering said first advertising promotion to said customer over said communication network for implementation of said specified distribution of said plurality of advertising promotions.

12. (Original) The method as described in Claim 11, wherein each of said plurality of segments define an independent set of characteristics that profile a particular type of customer.

13. (Previously Presented) The method as described in Claim 11, wherein said first distribution is accessed as a vector, said vector comprising a plurality of components, each of said plurality of components associated with the number of times one of said plurality of advertising promotions within said segment is offered over said communication network and calculated as a percentage of the sum of all advertising promotions from said plurality of advertising promotions offered over said communication network, said plurality of components corresponding to said plurality of advertising promotions.

14. (Original) The method as described in Claim 11, wherein said objective is taken from a group consisting essentially of:

- maximizing profits;
- acquiring new customers;
- generating revenue;
- increasing performance of said plurality of tasks; and
- reducing inventory.

15. (Previously Presented) The method as described in Claim 11, comprising further steps as follows to determine said second distribution:

- calculating a plurality of hypothetical distributions, each of said plurality of hypothetical distributions calculated by assuming one of said plurality of advertising promotions is offered to said customer, said plurality of hypothetical distributions including each of said plurality of advertising promotions;

- calculating a mathematical distance between each of said plurality of hypothetical distributions and said specified distribution, creating a plurality of mathematical distances; and

- selecting a first mathematical distance from said plurality of mathematical distances that has the least value, said first mathematical distance associated with said first advertising promotion and said second distribution.

16. (Original) The method as described in Claim 15, wherein said plurality of hypothetical distributions is pre-calculated before said customer is received at said web site.

17. (Previously Presented) The method as described in Claim 15, wherein each of said plurality of hypothetical distributions is expressed in vector form, said desired distribution is expressed in vector form, and each of said plurality of mathematical distances is a first vector norm calculated from the vector difference between each of said plurality of hypothetical distributions and said specified distribution.

18. (Original) The method as described in Claim 17, wherein a means for calculating said first vector norm is dynamically selected from a plurality of means for calculating vector norms depending on conditions experienced at said web site.

19. (Previously Presented) The method as described in Claim 11, wherein if said customer is the first of a sequence of customers, then said first advertising promotion has the highest proportionate value in said specified distribution of advertising promotions.



20. (Currently Amended) A computer system comprising:

- a bus;
- a memory unit coupled to said bus; and
- a processor coupled to said bus, said processor for executing a method of selection comprising the steps of:
  - determining a specified distribution of a plurality of tasks;
  - assuming a first event in a sequence of events occurs, each event in said sequence of events ~~associated with a~~ triggering execution of one of said plurality of tasks;
  - determining a [[first distribution]] plurality of hypothetical distributions of said plurality of tasks for each task hypothetically selected for execution from said plurality of tasks ~~calculated before a first task is selected in association with said first event, said plurality of tasks including said first task;~~
  - selecting determining said a first task for execution from said plurality of tasks, which when selected provides a [[second]] corresponding hypothetical distribution of said plurality of tasks that is closest to said specified distribution of said plurality of tasks for implementation of said specified distribution ~~that is designed to achieve an objective; and~~
  - ~~selecting said first task in association with said first event.~~

21. (Original) The computer system as described in Claim 20, wherein said method comprises the further step of performing said first task when said first event in said sequence of events actually occurs.

22. (Previously Presented) The computer system as described in Claim 20, wherein in said method said first event is a customer visiting a web site over a communication network, and said sequence of events is a sequence of customers visiting said web site.

23. (Original) The computer system as described in Claim 22, wherein in said method said plurality of tasks is a plurality of advertising promotions that individually, when selected by said method, is offered to each customer in said sequence of customers.

24. (Currently Amended) The computer system as described in Claim 20, wherein in said method said [[first]] plurality of hypothetical distributions [[distribution]] is accessed as a [[vector]] plurality of vectors, said vector comprising each of which comprises a plurality of components, said plurality of components associated with said plurality of tasks where each of said plurality of components is associated with a corresponding task in said plurality of tasks, said plurality of components defining the amount of times each of said

plurality of tasks has been selected within said sequence of events in relation to the sum of all tasks selected within said sequence of events prior to said first event.

25. (Previously Presented) The computer system as described in Claim 20, wherein said method comprises further steps as follows to determine said second distribution:

~~calculating a plurality of hypothetical distributions that assumes each of said plurality of tasks is selected, wherein each of said plurality of hypothetical distributions assumes one of said plurality of tasks is selected for performance in association with said first event;~~

calculating a mathematical distance between each of said plurality of hypothetical distributions and said specified distribution, creating a plurality of mathematical distances; and

selecting a first mathematical distance from said plurality of mathematical distances that has the least value, said first mathematical distance associated with the selection of said first task in association with said first event and said second distribution.

26. (Original) The computer system as described in Claim 25, wherein in said method said plurality of

hypothetical distributions is pre-calculated before said first event occurs.

27. (Previously Presented) The computer system as described in Claim 25, wherein in said method each of said plurality of hypothetical distributions is expressed in vector form, said specified distribution is expressed in vector form, and of each said plurality of mathematical distances is a vector norm calculated from the vector difference between each of said plurality of hypothetical distributions and said specified distribution.

28. (Original) The computer system as described in Claim 20, wherein in said method said objective is to enhance profitability.

29. (Previously Presented) The computer system as described in Claim 20, wherein in said method if said first event is the first in said sequence of events, then said first task has the highest proportionate value in said specified distribution of said plurality of tasks.

30. (Original) The computer system as described in Claim 20, wherein in said method each of said events in said sequence of events is classified within a segment, said segment defining an independent set of